

Message Text

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61

ACTION EA-09

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FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 4088

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USDOC FOR CLARY BIC/OIM - 252 AND SAD

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: PLANNING FOR TRADE CENTER BICENTENNIAL ACTIVITIES

1. IN CONSULTATION WITH USIS HERE, WE HAVE ARRIVED AT CONCLUSION MOST APPROPRIATE SINGLE BICENTENNIAL EVENT NOW ON HORIZON IS HEALTH CARE TECHNICAL SEMINAR TENTATIVELY SCHEDULED FOR APRIL/MAY 1976. THIS THEME TIES IN WITH AMERICAN PRIVATE MEDICAL ASSISTANCE, LARGELY THROUGH AMERICAN MISSIONARIES IN KOREA LATE LAST CENTURY. CONTACTS WITH SEVERAL MISSIONS STILL ACTIVE HERE RESULTED IN ENTHUSIASTIC ENDORSEMENT AND PROMISE OF SUPPORT. THIS SUPPORT WILL INCLUDE SUPPLYING OLD PHOTOGRAPHS OF MISSIONARY HEALTH CARE ACTIVITIES FOR BLOW-UPS, AND POSSIBLY DISPLAY OF ANTIQUE EQUIPMENT.

2. EMBASSY GENERAL SERVICES OFFICE WILL DESIGN CENTER-PIECE FOR USE IN TRADE CENTER ENTRY THROUGHOUT BICENTENNIAL YEAR. THIS WILL BE SIMPLE RENDITION OF LOGO. IN ADDITION, USIS WILL PREPARE SEVERAL PANELS EVOKING BICENTENNIAL THEMES TO BE DISPLAYED ON MERO SYSTEM PARTITIONING ADJACENT TO COMMERCIAL LIBRARY.

3. STARTING FIRST OF YEAR, WE WILL USE EMBASSY LETTER-HEAD WITH OVER-PRINTED BICENTENNIAL LOGO.

4. USIS SEOUL WILL REQUEST SEPARATELY PHOTO AND GRAPHICS SUPPORT FOR HEALTH CARE TECHNICAL SEMINAR.

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5. ACTION REQUEST: USDOC REQUESTED PROMPTLY FINALIZE PLANS
PACKAGE AND CONFIRM DATES FOR HEALTH CARE TECHNICAL SEMINAR
INASMUCH AS THIS THEME BEST AVAILABLE FOR BICENTENNIAL
PROGRAMMING HERE. YOU MAY WISH USE THIS AS SPECIAL SELLING
POINT IN YOUR PROCUREMENT EFFORT.
SNEIDER

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